

These comments are being filed in response to CG Docket 02-278.

### Background

In February 2000 I was assigned a new telephone number, which I intended to use as a dedicated fax line into my home. The number previously belonged to a local doctor's office and was used by that office as a voice line.

Initially I received many calls, which were intended for the doctor's office, but the callers would hang up once my fax machine answered. After a while, people would send a fax, thinking that the doctor's office had put a fax machine on the voice line. Among the things I would receive were patient diagnosis, prescription requests, and requests to participate in surveys.

I would often fax back a note explaining that the doctor's office had moved. Unfortunately, after a period of time, the number got into the databases of local pharmacies. Then I began to receive faxes from out-of-town pharmacies. Eventually I began to receive marketing materials from all sorts of different companies.

I finally realized that the only way to stop the fax marketing was to change my fax number. This was an inconvenience to me, and an expense to my local telephone company, who changed the number at their expense.

I receive various telemarketing calls at my home voice number, including most recently a call from an automated dialer selling Disney vacations. The call did not identify who was calling (other than the mention of the Disney vacations). The autodialer kept my line seized, preventing me from using my phone line for the duration of the call. The only way to find the caller was to call the 800 number given at the end of the call. It took several attempts to get through to an operator at the 800 number to request that I be placed on their do-not-call list.

Most recently I have received marketing calls on my mobile phone, since I have used that number when registering products on warranty cards and the like.

I have listed my phone numbers with the Direct Marketing Association in an attempt to reduce the number of calls.

### Suggestions

I believe that telemarketing is an invasion of my privacy and should be strictly regulated. Here are my suggestions:

1. The telemarketing industry should be required to maintain a do-not-call registry. I do not believe it is the responsibility of financially strapped government agencies to maintain this list at taxpayer expense. If a government agency maintains the list, the telemarketing industry should be required to pay fees to offset the expense of maintaining the registry. Perhaps an organization such as the Direct Marketing Association could maintain the registry.
2. Consumers should be able to easily edit their information, preferably through an internet website, or automated telephone system. The system should have some way of establishing your identity, then allow you to enter any phone numbers that you would like to have excluded from telemarketing.
3. Numbers entered into the do-not-call registry would be left on the list permanently. Once you have discontinued service with a particular number it should be made available for telemarketing again, however, checking the status of individual numbers should be the responsibility and expense of the telemarketing industry.
4. Telemarketers should be required to check this registry before placing calls. The registry should be checked perhaps on a monthly basis.
5. Any telemarketer who violates the rules should be severely fined, perhaps at a percentage of their net revenue.

6. Companies with whom you have a relationship should be required to check the registry as well. I once used TruGreen-Chemlawn for lawn maintenance, but they called me to market their associated companies. I could not stop their calling due to the established relationship.
7. There should be only one Do-Not-Call registry; consumers should not have to register their numbers with several different registries.

Respectfully submitted,

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